

A Day There Is Good Cause to Celebrate Is the Birthday of the Opening of Cohen's Bargain Basement

Where thousands of women find every shopping day of the year buying opportunities not found anywhere else in Richmond. So to fittingly commemorate the opening day of this great shopping spot, we will hold on Monday the most wonderful selling event ever recorded in a similar space in the same number of hours.

Through months of preparation, we are able to offer the largest assortments of the best merchandise ever offered in our Bargain Basement, and at the lowest prices such goods have ever sold for--just at the high-noon of the season too, when every family is preparing for summer.

From here, there and everywhere the substance of this great event has found its way to us direct from the mills and manufacturers, our buyer having brought together the finest assemblage of stocks to meet the needs of every household.

Not only the Bargain Basement, but the whole store will enter into the spirit of this celebration. Extra Salespeople are engaged to serve you for this wonderful trade event.

No mathematical calculations will be necessary to figure the tremendous savings open to women in this birthday celebration. Here are listed only a part of the merchandise that creates and makes possible **THIS SALE OF ALL SALES**. Tables are laden ready, and there is a plenty to give every one a share.

The sale begins promptly at 8:30, and you should spend the day watching every new lot. It will be an extremely exciting occasion.

An Extensive Showing of New French and German Val. Laces

for Monday. Better values than have ever been offered in Richmond before, having arrived less than a week ago direct from the European mills. The designs are new; the prices, dozen yards, 25c, 35c, 39c, 45c, 50c and up to \$1.85.

Insertions to match, all edges and various widths to every set.

Shadow Lace Flouncings, in 18-inch widths; fine soft finish and pretty, attractive designs, yard **39c**

There are thousands of yards of wash laces for lingerie and children's wear, every sort and every width, yard 2c, 3c, 5c and up to 25c.

One of the most popular laces of this season is the fine net top or Oriental lace, in the small fine designs; 56 pieces of this style lace, in all-over will be on sale Monday. You'll be pleasantly surprised at the remarkable values, at **50c**

Very few in this lot could be duplicated under \$1.00 a yard.

New Embroidered Crepe and French Voile Flouncings, in the empire designs; some are in the open lace **\$1.25**

Embroidered Flouncings on the new sheer flake voile; very effective, yard **98c**

Ecu Embroidered Allovers, of very sheer fine soft finished batiste, entirely **\$1.00**

Embroidered Batiste Flouncings, 27 inches wide, in open lace and close hand-like embroidery designs; regularly 50c, Monday, yard **33c**

Baby Designs, in 27-inch wide flouncings, for children's dresses, Monday special, yard **25c**

Several special lots of hand-machine made Embroideries; most embroidered on substantial longcloth, yard 7c, 9c and 12½c.

Cohen's Main Floor.

White and Wash Goods

The uses to which these really pretty Wash Fabrics are put to this season, because of their wearing qualities, is far more extensive than at any other time. Full complements of all kinds will be found at Cohen's, our buyers keep in constant touch with mills and bring the latest weaves as soon as produced.

White Madras, with dainty colored stripes, yard wide; the best 17c yard-wide quality, Monday, per **11¾c**

White Crepes, in a variety of colored patterns; 25c choice Monday, yd.

Ratine Striped Crepes, double width, one, two or three row patterns, in white only, yard **25c**

White Ratine, nub and flake patterns, 28 inches wide; always 25c yard, for a Monday special, yard **16c**

Turkish Eponge Crepe and Nub Ratine; 28 inches wide; a large assortment of the newest shadows, at **18c**

Flaxonette, highly mercerized, yard wide; a genuine 25c quality, bought in a special way, to be sold **12½c**

Pajama Checks, 36 inches wide, small checks well adapted for underwear, soft finish; Monday at, per **8½c**

Cohen's Main Floor.

In the Drapery Store

Cohen's Curtain and Drapery Section comes forward this season with splendid selections in Summer Drapery and Furnishings for the home. Every item has been carefully chosen. By way of inducement for Monday there are ELEVEN pairs of White Irish Point Curtains. They are all the \$10.00 kinds; this was their price Saturday; on Monday, pair, only **\$7.50**

Cohen's Third Floor.

Dress Linen

All linen fabric, in the natural linen color, well adapted for dresses, skirts and children's wear; on sale regularly at 25c a yard; the price for **18c**

Main Floor—Rear.

White Linen Suiting

of the very finest quality, every thread pure linen, 46 inches wide, one of the most desirable fabrics for summer wear, yard. **85c**

Main Floor—Rear.

New Crepes

the newest effects, in floral designs and silk stripe, 28 inches wide, effective slug effect, various tints and colorings, yard **48c**

Cohen's Main Floor.

We will do our level best to fill mail orders with these exceptional values.

The Bargain Basement

Come Early—Secure All You Can—Remarkable Values

Domestics and White Goods

30c Bleached Sheet 2¼ yards wide, heavy round thread, subject to slight misweaves which do not effect the wearing, at, yard **15½c**

12½c Figured Crepes, the favorite fabric, at, yard **7½c**

Genuine Androscoggin Bleached Domestic, yard only **8¾c**

Apron Gingham, various size checks of blue and brown, yard. **4½c**

25c Crepe Eponge, in plain; also fancy embroidered, yard **15c**

12½c Dress Gingham, large assortment to choose from **5¾c**

25c French Dress Gingham, the finest made; 32 inches wide, yard **15c**

25c Pillow Tubing, 50 inches wide, full bleached, yard **12½c**

10c Bleached Domestic, yard wide, yard. **5c**

15c Galatee, large selection of pretty patterns, yard **8¾c**

15c Percales, yard wide, light ground, in figures and stripes, yd **9¾c**

WHITE GOODS—10c English Longcloth, yard wide, yard. **5c**

25c Ratine Stripe Crepes, one of the prettiest grades we have ever seen, yard **12½c**

12½c Pajama Checks, in assorted checks, yard wide, yard **5¾c**

21c White Voile, 40 inches wide, in lengths up to 15 yards, yard. **9¾c**

White Lawn for aprons and lining purposes, at, yard only **4c**

25c White Ratine; this is a great bargain; the quality is unusually good, yard **12½c**

18c Mercerized White Poplin, yd **12½c**

90c English Longcloth, soft chamamois finish; 10-yard piece, for yard. **58c**

Sanitary Birdseye Diaper Cloth, yard **5c**

1.50 English Longcloth, extra fine grade, 12-yd. pieces, for. **\$1.00**

Various Summer Needs

Men's 50c Work Shirts, made of Amoskeag Chambray, khaki cloth and sateen; sizes up to 17, at each **29c**

Men's Balbriggan Shirt and drawers, each at **17c**

Long Kimonos, well made, of best quality lawn, each **57c**

Women's 10c Gauze Vests, with tape neck and arms, each **5c**

Women's House Dresses, well made in the most popular styles; worth up to \$2.00, choice **79c**

Women's 50c Gingham Petticoats, each **19c**

25c Corset Covers, with deep lace yokes, each at only **15c**

1.00 Crepe Waists, in fancy and plain colors, each at **59c**

Children's Muslin Drawers, pair **7c**

Women's 25c Gingham Aprons, with bib and pocket, each **15c**

1.00 and 1.25 Umbrellas, with Fancy Handles; sizes for men and women, each **69c**

Middy Blouses, with red or blue collar, each at **39c**

Boys' Clothing—Boys' \$4.00 Blue Serge Suit, English-Norfolk style, with knickerbocker pants, suit. **\$1.98**

Boys' \$3.00 and \$4.00 Suits, the range of sizes are incomplete; sizes 14, 15, 16 and 17; to close out these lots they are **\$1.50**

Boys' Wool Pants, knickerbocker style, peg leg, pair **34c**

Boys' Blouses, in a splendid assortment of patterns; well made of gingham and percale **20c**

ONE POUND BOX OF CORYLOPSIS TALCUM POWDER; a soothing and effective powder for toilet use; antiseptic and perfumed; Monday only, box **5c**

Cohen's Basement.

Sheets, Pillow Cases and Spreads

Here is one of the best offerings in sheets and pillow Cases that we've told in many a day. "The run of the mill" of some of the largest concerns in the country. At the prices we quote below it will pay you to lay in a supply of these worthy bed fixings—

Genuine Utica Sheets, size 81x90 inches, each, at **66c**

47c Bleached Sheets, size 72x90, each. **25c**

60c Bleached Sheets, heavy linen finish, each at only **45c**

12½c Bleached Pillow Cases, large size, each at **7c**

29c Embroidered Pillow Cases, put up in a separate box, each. **16c**

1.50 Dimity Bed Spreads, size 80x90; extra fine quality, each **\$1.00**

1.00 Crochet Spreads, double bed size, each at only **79c**

2.00 Scalloped Bed Spreads, large double bed size, each **\$1.29**

Crab Blankets, with pink or blue border, each at **10c**

2.50 Blankets, 12-4 size; white with fancy border, pair **\$1.58**

1.25 Summer Comforts, large size, filled with soft white cotton, each **89c**

Popular Wash Suits For Little Fellows

New Styles—Every Garment Is Splendidly Made—some mothers look forward to these events and buy suits by the half dozen at the time, getting two for the usual price of one.

Suits, in white, blue and tan, the newest and most approved style, and priced only at **\$1.00**

A lot of odds and ends in Wash Suits, all were sent here for this occasion from a maker of good wash suits; sizes 2½ to 4 years, while this lot lasts, each suit at **25c**



And Now for a Silk Occasion

On Monday morning there will be an exposition and sale of gloriously beautiful silks at Cohen's—silks that Paris should honor, taffetas predominating; thousands of yards of silks at economy prices; every yard priced lower than you will find the same qualities elsewhere. For want of space only a few of the many are mentioned—

Chiffon Taffeta, yard wide, and the most popular silk of the season; the quality and weight will appeal to you, yard **\$1.00 and \$1.50**

Black Taffeta, yard wide, an assortment of qualities, the values in each piece are remarkable, yard, **\$1.00**

Black Taffeta, 36 inches wide, and one of the best 89c qualities seen this season; Monday the price will be, yard **75c**

Tub Silks, 32 inches wide, and summer dresses; the price Monday is, yard **\$1.00**

Black Taffeta, 36 inches wide, and one of the best 89c qualities seen this season; Monday the price will be, yard **75c**

Crinkle Crepe and Granite Cloth, the new styles so much in demand now; they have been priced up to 85c, Monday, yard **54c**

Crepe Rhosedia, one of the most popular fabrics of the season; 42 inches wide, yard **\$1.00**

Cohen's Main Floor.

American Porcelain Dinner Sets at 25% Reduction

Open stock at a quarter off yesterday's prices—which prices are the lowest in the city. This price reduction is effective in all our Open Stock patterns. NINE NEAT DESIGNS TO CHOOSE FROM, in sets of 100 pieces; full service for 12 people.

\$12 Dinner Sets, \$9. \$15 Sets, \$11.25. \$21 Sets, \$15.75

There is a decided advantage in buying from open stock, because when a piece is broken it can be replaced at any time.

Cohen's Third Floor.

The Carpet Section

holds forth innumerable chances for Monday buying. The summer floor coverings stand out prominently. We mention below a few from the many:

We will sell 3x6 Crex Rugs, stencil border, 75c for **75c**

9x12 Jap Matting Druggets, in floral and Oriental patterns; they were always \$2.50; Monday **\$1.85**

9x12 Axminster Druggets, \$20.00 grades Monday for only **\$12.50**

Cohen's Fourth Floor.

Pure Silk Hose

for women, double sole and high spliced heel, and undoubtedly the best appearing and good wearing Silk Hose at anything like the price; the extra deep garter top adds to its wearing qualities, in black or white, pair **50c**

Cohen's Main Floor.

Art Department

Has a Crepe Kimono, stamped, in simple design for lazy daisy or briar stitch; you will find them exactly like this one for 65c elsewhere; Monday **39c**

Cohen's Second Floor.